



May 7, 2014

The Honorable Amy Klobuchar  
United States Senate, State of Minnesota  
302 Hart Senate Office Building  
Washington, DC 20510

Dear Senator Klobuchar:

On behalf of the 245,000 Minnesotans employed in the tourism industry, thank you for your leadership on the reauthorization of Brand USA.

In 2010, the Congress overwhelmingly approved the Travel Promotion Act to establish a public-private partnership to help regain the US share of the global travel market. Brand USA has proven to be successful in increasing international visitors to the United States.

Thank you for introducing the Travel Promotion, Enhancement and Modernization Act of 2014 to reauthorize the work of Brand USA to promote the United States as an international destination. By attracting more visitors, Brand USA enhances US economic growth, creates jobs, and advances public diplomacy – all at no cost to taxpayers.

Explore Minnesota's partnership with Brand USA is extremely important as we look to increase the number of international visitors to our region and Minnesota in particular.

Explore Minnesota Tourism is proud to support Brand USA and remains committed to working with them to create coop marketing programs that allow Minnesota's tourism businesses to advertise on a world stage at a scale not otherwise possible. We urge Congress to keep this vital resource for the US travel and tourism industry by reauthorizing Brand USA this year.

Sincerely,

John F. Edman, Director  
Explore Minnesota Tourism